

**YOU ARE INVITED TO MAKE
THE BOSTON STORE
YOUR HEADQUARTERS**

Make use of the many facilities we have for making a shopping expedition a pleasure. The entire store is at your service this week as always.

All
Trolleys Lead
To

The Boston Store

The Business
Center
of Norwich

**GET ACQUAINTED WITH
THE BOSTON STORE**

It's the store where value is considered of as much importance as price. The store where honest goods are sold at the lowest prices. Investigate our Mail Order Service.

SPECIAL VALUES FOR MERCHANTS' WEEK October 23rd to 30th

The seven days, from Saturday, October 23rd, to Saturday, October 30th, are to be devoted to a demonstration of the importance of Norwich as a trading and shopping center. These seven days The Boston Store will devote to a demonstration of its own importance as a shopping center, not alone in Norwich, but of the entire Eastern part of Connecticut.

Throughout the Week Special Values Will Be Offered In All Departments
Some of the Merchants' Week Bargains Are Listed Below

DOMESTIC DEPARTMENT

ONE CASE OF HEAVY GRAY BLANKETS—These are cut and bound along so you may buy one or a pair of them just as you wish. A splendid, full-size Cotton Blanket of unusual weight.

Merchants' Week Special \$1.00 a pair

\$1.10 FULL SIZE SHEETS FOR 75c
These are Full-bleached Sheets size 81 by 39—the full bed size and the kind we always sell for \$1.19 each.

Merchants' Week Special 79c

25c PILLOW CASES FOR 19c EACH
Full size Cases made from one of the very best known makes of cotton.

Merchants' Week Special 19c

COLORED WASH GOODS DEPT.

75c OUTING FLANNEL FOR 75c A YARD
This is a fine heavy weight flannel in the new Autumn designs and colors. It is 27 inches wide and the colors are fast.

Merchants' Week Special 71c

12 1/2c and 15c DRESS GINGHAMS FOR 9 1/2c A YARD
Two widths in this lot—27-inch and 34-inch. Pretty plaids, checks, seersucker stripes and plain colors—all fast.

Merchants' Week Special 9 1/2c

MEN'S FURNISHINGS DEPARTMENT

\$1.00 NEGLIGEE SHIRTS FOR 75c
Handsome, well-made Shirts in which a high-grade, fine-count, French percale has been used. The Shirts are all cont. style, with attached, laundered and hand-turned, matched cuffs. They are a superior dollar quality. All sizes from 14 to 17.

Merchants' Week Special 78c

Two Shirts for \$1.50

75c DOME NIGHT SHIRTS FOR 55c

A special heavy-weight Dome used in these Shirts which are cut extra full size. Finished with military collar. Sizes 15 to 18.

Merchants' Week Special 55c

NECKWEAR DEPARTMENT

\$2.50 OSTRICH BOAS FOR \$1.98
The very latest Ostrich Boas—all colors in the most correct lengths.

Merchants' Week Special \$1.98

A SPECIAL NECKWEAR OFFERING

VESTS, COLLARS, CUFF SETS—
The newest and best of the Autumn styles will be found in this special lot of regulation 50c Neckwear, including many pieces of organdie. Here's your chance.

Merchants' Week Price 25c

LINEN AND WHITE GOODS DEPT.

PURE LINEN TABLE DAMASK— a fine Full-bleached Damask of heavy weight in a variety of most attractive patterns. With linens constantly advancing in price this is a wonderful bargain. Worth 60c a yard.

Merchants' Week Special 48c

RUG AND DRAPERY DEPARTMENT

\$1.45 VELVET RUGS FOR \$1.05

All 27 by 54 inches in size, the designs being Oriental in brown and green, red and green and old rose. Some very pretty designs in the lot.

Merchants' Week Special \$1.05

9 BY 12 TAPESTRY BRUSSELS RUGS FOR \$13.25
These are all new Rugs which were shown for the first time at our Fall Opening. They are seamless and in color and design are the very latest.

Merchants' Week Special \$13.25

\$1.98 SCOTCH AND MADRAS CURTAINS FOR \$1.29
About one-third of the value has been sliced off the price of these Curtains for this week only. White, Cream and Ecru Curtains, some in the Dutch style and all with very pretty lace edge. A few of them are further ornamented with a wide band of insertion.

Merchants' Week Special \$1.29

HOSIERY AND UNDERWEAR DEPT.

WOMEN'S FLEECED-LINED RIBBED UNDERWEAR— Full bleached and of good quality. Vests are high neck with long or elbow sleeves, also Dutchess neck with elbow sleeves. Pants in open or closed styles are all ankle length. This underwear is a popular half dollar grade.

Merchants' Week Special 39c

PURE SILK HOSE FOR WOMEN, 95c A PAIR
\$1.50 and \$2.00 values all of them. About twice a year we are able to find a way to give Hosiery values such as these and this is one of the times. The color line is large but not absolutely complete—if you can't find your particular color we can give you a wonderful value in black.

Merchants' Week Special 98c

SILK DEPARTMENT

\$1.25 CREPE-DE-CHINE FOR 98c
Crepe-de-Chine is still the favored weave for all purposes and here's a dandy quality in all the desirable colors, at a bargain price. It is 40 inches wide.

Merchants' Week Special 98c

35c INCH MESSALINES FOR 78c

We are going to sell our dollar Messalines for 78c during Merchants' Week. Our big assortment contains all the leading colors, including ivory and black.

Merchants' Week Special 78c

KITCHENWARE DEPARTMENT

LENOX SOAP—8 BARS FOR 25c

A fine laundry soap at a price which will save you money. Have you used it? If you have, you'll want some at this price.

Combination Package For the Housekeeper

1 WHISK BROOM
1 ROLLING PIN
1 CLOTHES SPRINKLER
1 DISH DRAINER
1 CAKE COOLER

39c

RIBBON DEPARTMENT

PLAID TAFFETA RIBBON FOR 21c A YARD

A five-inch Ribbon worth at least 30c a yard. Some very handsome colorings in these Ribbons.

Merchants' Week Special 21c

NOTION DEPARTMENT

SHOE DRESSINGS AT SPECIAL PRICES
Whitemore's, Shindler's, 2-in-1, white, tan, black and bronze dressings in these well-known makes—Dime size—Special 3c Quarter size—Special 21c

NICKEL-PLATED SCISSORS FOR 19c
A splendid assortment of good Scissors for the one very low sale price. We include Sewing Scissors with pointed ends in 4 to 6-inch lengths—Embroidery Scissors in sizes 3 to 5 1/2—Pocket Scissors, 4 to 6 inches in length and Shears from 7 to 8 inches. They are big bargains.

Merchants' Week Special 19c

DRESS GOODS DEPARTMENT

\$1.50 and \$1.55 COATINGS FOR 95c
36-inch Coatings, chevrons and shibubies in most attractive plaid and stripe patterns. Coatings which are worth every cent of the regular price and right up to the minute in style.

Merchants' Week Special 98c

MEDIUM WEIGHT, SOFT-FINISH SERGE— Here's our regular 65c serge in all the Fall colors for only 48c a yard. A beautiful soft-finish which will wear well and look well. 42 inches wide.

Merchants' Week Price 48c

TOILET GOODS DEPARTMENT

SPECIAL SALE OF PARISIAN IVORY TOILET ARTICLES
Look like the genuine ivory and all the articles in the lot are worth from \$1.50 to \$2.00 a piece. We include Trays, Hat, Clothes and Hair Brushes, Pin and Jewel Boxes, Perfume Bottles, Manicure Sets, Clocks and a big assortment of Toilet Table Novelties.

Any Article 98c

HAIR GOODS DEPARTMENT

\$2.50 WAVY HAIR SWITCHES FOR \$1.69

Handsome, Triple Stem Switches in a variety of brown shades, made with wavy hair and excellent \$2.50 values.

Merchants' Week Special \$1.69

LACE DEPARTMENT

\$1.00 CHIFFON AUTO VEILS FOR 75c
All the desirable shades are offered in these pretty and useful Veils and this offer is a very timely one.

Merchants' Week Special 75c

FRENCH AND GERMAN VAL LACES

We offer one lot of these pretty Val Laces in widths from 1 to 1 1/4 inches. Very pretty Laces in values from 10c to 12 1/2c a yard.

Merchants' Week Special 5c

STATIONERY DEPARTMENT

25c PAPETERIES FOR ONLY 19c

The paper which is pure white is an excellent linen finish and there are 24 sheets of paper and 24 envelopes in each box. Full letter size.

Merchants' Week Special 19c

MUSLIN UNDERWEAR DEPT.

\$1.75 AND \$1.98 WHITE SKIRTS FOR \$1.25
A special lot of handsome Cambric Skirts with Housess of beautiful embroidery and some with deep lace flounces. We have all lengths from 16 to 42 inches. These Skirts are cut on the very latest lines and are particularly attractive.

Merchants' Week Special \$1.25

\$1.50 ENVELOPE CHEMISES FOR 98c

Daintily Trimmed Chemises in which fine Val lace and the narrow embroideries are featured—others with elaborate displays of lace and embroidered medallions—some with fancy trimmed circular bottom. A very handsome assortment of the newer modes.

Merchants' Week Special 98c

INFANTS' WEAR DEPARTMENT

INFANTS' AND CHILDREN'S DRESSES AT SALE PRICES

White and Colored Dresses for little ones from 6 months to 6 years of age, and the values run from \$1.50 to \$1.75. Now is your chance to secure a big bargain.

Merchants' Week Price 98c

BOYS' SUITS IN VALUES AS HIGH AS \$2.98
We're going to sell them all at the one special price. Don't delay.

Merchants' Week Price \$1.00

GLOVE DEPARTMENT

CAPE GLOVES FOR STREET WEAR \$1.00

We have just received these Gloves which were intended for sale at \$1.25, but have decided to offer them during Merchants' Week for \$1.00. We have them in ivory and shades of tan and they are all washable. They make very handsome Street Gloves.

Merchants' Week Price \$1.00

ART EMBROIDERY DEPARTMENT

STAMPED LINENS WORTH FROM 50c TO \$2.25

A handsome assortment of Linens stamped for embroidery will go on sale Merchants' Week at about half the regular price.

Merchants' Week Prices

25c, 39c, 59c, 75c, 79c, 98c

STAMPED NIGHT GOWNS MADE UP

Pretty embroidery designs stamped on fine batiste and crepe. The gowns are all made-up and ready for use when embroidered.

Merchants' Week Special 65c

APRON DEPARTMENT

25c PERCALE APRONS FOR 19c

Assorted patterns in the round style. Every Apron worth at least 25c.

Merchants' Week Special 19c



Suits, Coats and Dresses

An Unusual Exposition at Moderate Prices

In its variety and in the liberal way this display covers all the newer fabrics and colorings, it is exceptionally satisfactory. You will note that the collection represents the pick of the most recently designed garments direct from New York show rooms, for every week brings the new ideas to us from the fashion centers. The styles are correct, the fabrics are correct and your selection may be made at our usual long range of prices.

SUITS COMMENCING AT \$15.00

COATS COMMENCING AT \$10.00

GARMENT SECTION

\$25.00 TAILORED SUITS FOR \$19.50

Here are Suits finished in the very best manner—Suits which we actually sell for \$25.00 and are cheap at that price—the very best Suits in Norwich for \$25.00. All smart, snappy models in poplin, gabardine, serge and whipcord in the most favored colors. Now is the time to get that Suit.

Merchants' Week Special \$19.50

A SPLENDID HOUSE DRESS FOR 79c

Here's another big bargain. Dresses of good style made of a good quality of gingham in stripes and checks. You have paid \$1.00 willingly for just such dresses.

Merchants' Week Special 79c

SHIRT WAIST DEPARTMENT

FINE CREPE-DE-CHINE BLOUSES FOR \$1.69

Advance models of the newer Blouses, some being embroidered and others nicely hemstitched. They all have the latest long sleeves and now style collar; in fact they're \$2.00 models.

Merchants' Week Special \$1.69

\$3.00 SWEATERS FOR GIRLS AT \$1.98

For girls from 6 to 10 years of age we make this unusual offer. Good Wool Sweaters in an attractive fancy weave and desirable colorings, including red, rose, Copenhagen and gray.

Merchants' Week Special \$1.98

The Reid & Hughes Co



CHARACTER STYLE IN THE NEW HATS

Beautiful Boston Store Millinery

If all milliners were equally clever all hats would be equally good. But of course, as in all other fashion merchandises, there are the "few" and the "crowd." Simple or elaborate the hats from our Millinery Department will be recognized by the woman who knows, as being of "the few."

For Merchants' Week a Special Line of Trimmed Hats

Merchants' \$2.98

Week

Made largely in our own workrooms they are copies of the best selling models among our high priced hats, and themselves should retail for \$5.00. Special attention given to toques and turbans for those who have passed the youthful stage.

FALL SALE OF TOILET PREPARATIONS NOW GOING ON—EVERYTHING AT SALE PRICES